



Docket No.: B2745.0025/P0025

(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: Heidi Kay et al.	
Application No.: 09/216,206	Confirmation No.: 1079
Filed: December 18, 1998	Art Unit: 3622
For: OPTIMIZED INTERNET	Examiner: J. W. Myhre

OPTIMIZED INTERNET For:

ADVERTISING USING HISTORY TO

SELECT SITES

INFORMATION DISCLOSURE STATEMENT (IDS)

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

Timing of Filing of the Information Disclosure Statement:

\boxtimes	This IDS is being filed before the First Office Action ¹ .
	This IDS is being filed after the issuance of the First Office Action but before the issuance of a Final Office Action ² .

92438 v1; 1ZBQ01!.DOC DOCSNY.149772.1

¹ The IDS should, where possible, include a certification under 37 C.F.R. §1.97(e).

² The IDS *must* include *either* a certification under 37 C.F.R. §1.97(e) *or* the fee set forth in 37 C.F.R. §1.17(p).

³ The IDS *must* include *both* a certification under 37 C.F.R. §1.97(e) *and* the fee set forth in 37 C.F.R. §1.17(p).

Fee Required by 37 C.F.R. 1.97(c)(2) or 1.97(d)(2): If checked, the fee of \$180.00 set forth in 37 C.F.R. §1.17(p) is attached. Copies of Information: In accordance with 37 C.F.R. §1.98(a), the following are enclosed: \boxtimes A legible copy⁴ of each document (or relevant portion thereof) is cited in the attached PTO/SB/08. With respect to any information which is not in English, a concise explanation of the relevance, as it is presently understood by the individual designated in $\S 1.56(c)$ most knowledgeable about the content of the information, is attached. This concise explanation is provided by way of: A translation of the relevant portions of the non-English language information⁵; A statement explaining the relevant portions of the non-English language information; A copy [and, where not in the English language, a translation] of at least the relevant portion(s)⁶ of the communication from a foreign patent office in a counterpart foreign application in which the information was cited; or

⁴ A legible copy of the document is not required if (1) the information was previously cited by, or submitted to, the Office and considered by the Office in a prior U.S. application to which this application claims priority, provided that the prior application is properly identified in this IDS, and (2) the IDS submitted in the earlier application complies with 37 C.F.R. § 1.98(a) - (c). This exception does not apply to information cited in an International Application.

⁵ 37 C.F.R. §1.98(a)(3)(ii) *requires* that an English language translation be provided when a translation of the document, or portion thereof, "is within the possession, custody or control of, or is readily available to any individual designated in 37 C.F.R. § 1.56(c)."

⁶ The relevant portion is that portion which indicates the degree of relevance found by the foreign patent office. This may be an explanation of which portion of the of the reference is particularly relevant, to which claims it applies, or merely an "X", "Y", or "A" indication on a search report. MPEP §609 III A(3).

Application No.: 09/216,206 Docket No.: B2745.0025/P0025

This information is contained in the specification of the present application.

In accordance with 37 C.F.R. 1.98(d), copies of the cited documents are not enclosed as they were provided in application Serial No. , filed , which the present application relies upon for an earlier effective filing date under 35 U.S.C. 120.

Materiality:

Whether or not the information and references disclosed in this Information Disclosure Statement is "material" pursuant to 37 CFR 1.56, this submission is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

In the event the actual fee is inadvertently not enclosed or if any additional fee during the prosecution of this application is not paid, the Patent Office is authorized to charge the underpayment to Deposit Account No. 50-22154

Dated: May 19, 2005

Respectfully submitted,

Ian B. Blum

Registration No.: 42,336

DICKSTEIN SHAPIRO MORIN &

OSHINSKY LLP

1177 Avenue of the Americas, 41st Floor

New York, NY 10036-2714

(212) 835-1400



PTO/SB/08a/b (08-03)

Approved for use through 07/31/2006. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Sub	Substitute for form 1449A/B/PTO		Complete if Known		
			Application Number	09/216,206-Conf. #1079	
11	INFORMATION DISCLOSURE			Filing Date	December 18, 1998
S	STATEMENT BY APPLICANT		First Named Inventor	Heidi Kay	
		Art Unit	3622		
(Use as many sheets as necessary)		Examiner Name	J. W. Myhre		
Sheet	1	of	1	Attorney Docket Number	B2745.0025/P0025

	U.S. PATENT DOCUMENTS				
Examiner Initials*	Cite No.1	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear

	FOREIGN PATENT DOCUMENTS					
Everiner	Cite	Foreign Patent Document	Publication	Name of Patentee or	Pages, Columns, Lines,	
	No.1	Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	Date MM-DD-YYYY	Applicant of Cited Document	Where Relevant Passages or Relevant Figures Appear	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA	WELZ, GARY., Web Advertising IV: DoubleClick, Inc.	
		http://www.webdeveloper.com/multimedia/multimedia_web/96/mw960724.html (website),	

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.